



DEPARTMENT OF THE NAVY

NAVY PERSONNEL COMMAND

5720 INTEGRITY DRIVE

MILLINGTON TN 38055-0000

NAVPERSCOMINST 5720.1

BUPERS-3PA

10 MAY 2011

NAVPERSCOM INSTRUCTION 5720.1

From: Commander, Navy Personnel Command

Subj: BUPERS MILLINGTON/NAVY PERSONNEL COMMAND GUIDANCE FOR  
THE USE OF INTERNET-BASED CAPABILITIES

Ref: (a) SECNAV Washington DC 192027Z Aug 2010 (ALNAV 056/10)  
(b) DEPSECDEF DTM 09-026 of 25 Feb 2010  
(c) SECNAVINST 5720.47B  
(d) DON CIO Memo of 20 Oct 2008

Encl: (1) BUPERS Millington/NAVPERSCOM Internet Based  
Capability Administrator's Agreement  
(2) Social Media Rules of the Road BUPERS Millington/  
NAVPERSCOM Guide for the Use of Social Media  
(3) Disclaimer for all Social Media Pages

1. Purpose

a. All personnel assigned to Bureau of Naval Personnel (BUPERS) Millington and Navy Personnel Command (NAVPERSCOM) shall abide by the information contained in this instruction.

b. Per reference (a), this instruction establishes the local procedures for the approval and release of all information, of any media, posted on the BUPERS Millington/NAVPERSCOM Internet-Based Capabilities (IBC).

2. Discussion

a. IBCs are defined in reference (b) as all publicly accessible information capabilities and applications available across the internet in locations not owned, operated, or controlled by the Department of Defense, this instruction, or the Federal Government. IBCs include collaborative tools such as social networking services, social media, user-generated content, social software, web based e-mail, instant messaging and discussion forums. These extended IBCs are often referred to as Web 2.0 and include popular applications such as Facebook, YouTube, Twitter, Google Apps, MySpace, Flickr, and SlideShare among many others.

b. This instruction establishes the procedures for all official BUPERS Millington/NAVPERSCOM communication via its IBCs. It is meant to endorse appropriate interactions from authoritative BUPERS Millington/NAVPERSCOM sources by providing organizational structure for continuity of offices, the use of social media in crisis and guidelines for participation in the myriad of IBCs.

### 3. Policy

a. The NAVPERSCOM Web site at [www.npc.navy.mil](http://www.npc.navy.mil) is the central internet presence and authoritative repository of information for BUPERS Millington/NAVPERSCOM. This Web site is the hub of BUPERS Millington/NAVPERSCOM's IBC strategy and is appropriately equipped with security mechanisms to protect personally identifiable information and limit access.

b. All official BUPERS Millington/NAVPERSCOM IBCs are managed and monitored through BUPERS, Public Affairs Office/Communications Branch (BUPERS-3PA).

c. Per guidance outlined in references (c) and (d) BUPERS Millington/NAVPERSCOM personnel directly involved in customer service operations (detailers, placement officers/coordinators, BUPERS (BUPERS-3PA), call center representatives, community managers, etc.) are encouraged to participate in online discussions. Participating in a conversation while staying "in your lane" assists in augmenting the official message; administrators must sign the agreement in enclosure (1) and follow the standards set in reference (a) and enclosure (2).

d. All use of IBCs shall comply with ethics, information security and operations security references contained in reference (b) and enclosure(2).

4. Procedure. The following approved procedures and guidelines for BUPERS Millington/NAVPERSCOM use of IBCs are directed.

a. Per reference (c), approval authority for all BUPERS Millington/NAVPERSCOM IBCs rests with BUPERS (BUPERS-3PA).

(1) Personnel or codes within BUPERS Millington/NAVPERSCOM requesting to create IBCs that post information of an official nature shall request and register the IBC through

BUPERS (BUPERS-3PA). All IBC administrators are required to sign the administrator's agreement, enclosure (1). Lead administrators will file their agreement with BUPERS (BUPERS-3PA) and shall maintain agreements from each subordinate administrator under their respective IBC.

(2) BUPERS (BUPERS-3PA) shall maintain a list of all approved IBCs as well as the current listing of lead administrators. Lead administrators shall grant administrator or post capability discriminately to persons who shall comply with enclosure (2). Lead administrators shall also maintain a list of subordinate administrators that may post officially to their respective IBC.

b. General BUPERS Millington/NAVPERSCOM guidelines for engaging in social media conversations are included in enclosure (2). Individuals are expected to use good judgment and take responsibility for any information communicated through social media.

(1) All approved posters (administrators) must understand that posts made in the name of BUPERS Millington/NAVPERSCOM will be interpreted as Navy policy. If opinions and or hearsay are posted, the poster will forfeit administrator privileges.

c. As social media evolves to include venues not yet discovered it will be necessary to adjust to these new environments quickly. The process for adding approved BUPERS Millington/NAVPERSCOM internet-based page sites or services (e.g., new Facebook pages, Twitter identities, etc.) will be offered for BUPERS (BUPERS-3PA) review, staffing and approval.

d. Approved IBC sites or services must contain the disclosure statement in enclosure (3).

5. Conclusion. In addition to changing how Sailors receive information, internet-based applications and their participants have enjoyed unregulated influence among the BUPERS Millington/NAVPERSCOM constituency at many levels. It is imperative that the ongoing conversations be enriched by the direct perspective of authoritative BUPERS Millington/NAVPERSCOM sources.

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6. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed per SECNAV M-5210.1 of November 2007.



DIANE L. H. LOFINK  
Assistant Deputy  
Chief of Naval Personnel

Distribution:

Electronic only, via NAVPERSCOM Web site

<http://www.npc.navy.mil/>

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**BUPERS MILLINGTON/NAVPERSCOM INTERNET BASED CAPABILITY  
ADMINISTRATOR'S AGREEMENT**

1. I understand that posts made in the name of BUPERS Millington/NAVPERSCOM will be interpreted as Navy policy. If opinions and or hearsay are posted, my administrator privileges will be forfeited.
2. I am responsible to ensure postings to the IBC comply with content guidelines found in reference (a) and enclosure (2).
3. I will actively monitor and evaluate the IBC to ensure postings by others comply with enclosure (3) which I will ensure is posted in the "information" or "about" section of my respective IBC.
4. Upon my relief as site administrator duty due to any circumstance (i.e., permanent change of station, separation, retirement, etc), my administrator access shall be removed.

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Rank, Name, Code (IBC site/page)

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Date

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**SOCIAL MEDIA RULES OF THE ROAD**  
**BUPERS MILLINGTON/ NAVPERSCOM GUIDE FOR THE USE OF SOCIAL MEDIA**

**1**

**ALWAYS IDENTIFY YOURSELF AND YOUR ROLE  
AT BUPERS MILLINGTON/NAVPERSCOM**

Identification makes your post more credible.

**2**

**NO CLASSIFIED INFORMATION**

Do NOT divulge classified, For Official Use Only or sensitive materials, photos or videos. Operational Security is crucial to our mission in support of the Fleet. Think before you speak and if you are not sure - ask someone!

**3**

**NO PII**

Do NOT divulge PII. Same rules apply here as any other medium. Individual detailing functions should be re-directed to appropriate channels.

**4**

**DO NOT DISCUSS YOUR PERSONAL  
INFORMATION**

In the same vein as above, do not discuss your personal information.

**5**

**STAY IN YOUR LANE AND USE YOUR BEST  
JUDGEMENT**

Common sense. If you see an online conversation and you know the answer, feel free to respond. If you think you have only a partial answer or are unsure of the appropriate response, do NOT respond.

**6**

**DO NOT DEBATE POLICY**

Provide the facts and point the Fleet to references. Do NOT debate Navy policy or voice your personal opinion about Navy policy while representing BUPERS Millington/NAVPERSCOM.

**7**

**ALWAYS LINK TO THE BUPERS  
MILLINGTON/NAVPERSCOM WEB SITE**

The BUPERS Millington/NAVPERSCOM Web site at [www.npc.navy.mil](http://www.npc.navy.mil) is the central repository of information. When answering a question or engaging in discussions, always provide an executive summary and then point to the reference on the BUPERS Millington/NAVPERSCOM Web site.

**8**

**ADMIT MISTAKES, BUT DO NOT ARGUE WITH  
OTHER BUPERS MILLINGTON/ NAVPERSCOM  
PERSONNEL**

Be the first to respond to your own mistakes. Be upfront.

**9**

**BE AWARE OF THE IMAGE YOU PRESENT**

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**DISCLAIMER FOR ALL SOCIAL MEDIA PAGES**

The following disclaimer needs to be inserted on the "Info," "About" or similar section of each IBC created.

Welcome to the (NAME OF THE NAVPERSCOM IBC) sponsored by (PRIMARY ACTIVITY USING THE IBC, I.E., BUPERS (BUPERS-3), NAVPERSCOM (PERS-41), (PERS-42), ETC.). This page is intended to provide updated information and discussion for U.S. Navy personnel. Please visit our official homepage at <http://www.npc.navy.mil/>.

While this is an open forum, it's also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

- We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- We do not allow comments that suggest or encourage illegal activity.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. If your questions concern specific Sailor information, please contact the NAVPERSCOM Customer Service Center at 866-U-ASK-NPC.
- For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information should never be discussed here. Do not post personnel lists, rosters, organization charts or directories. This is a violation of privacy.
- We will not conduct official business transactions. Official business is conducted via phone, e-mail correspondence and CMS/ID with the specific department. This site is intended to be a medium for BUPERS Millington/NAVPERSCOM-related general information.

The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Navy or Department of Defense (DoD).

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Thank you for your interest in Navy Personnel Command.

For more information visit the DoD Social Media user agreement at:  
[http://www.ourmilitary.mil/user\\_agreement.shtml](http://www.ourmilitary.mil/user_agreement.shtml)